

MTD Sales
207.66 L

Brand Share %
41.32 %

Information:

MTD : 01-10-2025 To 11-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.32 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	92.78	56.61 %
Gas-Stov	45.44	35.98 %
Grinder	35.03	33.57 %
Chimney	19.15	73.04 %
In-Stove	10.62	46.13 %
Iron	3.14	21.88 %
Cook-Ele	1.81	84.21 %
Small-Ap	-0.04	-0.26 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.86 %
Total	207.66	41.32 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	36.12	44.14 %
SOUTH-01	35.45	42.92 %
CHENNAI-01	26.44	42.89 %
WEST-02	25.25	47.01 %
TRICHY-01	23.51	40.85 %
WEST-01	20.34	36.52 %
NORTH ARCOT	13.26	41.16 %
CHENNAI-02	13.26	32.46 %
SOUTH ARCOT	12.73	39.23 %
KL-SOUTH	1.29	31.77 %
Total	207.66	41.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	16.74	62.05 %
Grinder	6.91	35.55 %
Gas-Stov	6.38	37.17 %
Chimney	4.05	78.21 %
In-Stove	1.26	41.64 %
Iron	0.58	23.04 %
Cook-Ele	0.17	78.09 %
Small-Ap	0.03	0.95 %
Total	36.12	44.14 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.19	35.23 %
MDU6	2.62	40.70 %
MDU1	2.32	33.81 %
MDU3	0.76	37.23 %
TEN1	0.64	36.10 %
BNR1	0.47	33.67 %
NKI1	0.35	26.30 %
MNM1	0.31	39.19 %
PKM1	0.23	31.10 %
ODM1	0.21	16.85 %
MDU4	0.18	15.82 %
DGL2	0.18	10.25 %
KPT1	0.16	15.63 %
KKD2	0.11	15.78 %
CMR1	0.11	14.55 %
ADP1	0.04	4.85 %
Total	36.12	44.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	15.93	59.40 %
Gas-Stov	7.46	35.08 %
Grinder	7.16	38.12 %
Chimney	1.93	86.02 %
In-Stove	1.87	53.18 %
Iron	0.63	24.63 %
Cook-Ele	0.51	85.90 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.93 %
Total	35.45	42.92 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.54	28.39 %
MAR1	1.03	39.93 %
TKS1	0.98	20.86 %
TYI1	0.97	36.22 %
VNR2	0.88	21.49 %
SNL1	0.82	38.92 %
RND1	0.80	30.31 %
TCN1	0.74	28.28 %
APK1	0.63	36.81 %
ASM1	0.44	40.44 %
APK2	0.41	28.40 %
ARM1	0.41	31.67 %
ERL2	0.41	40.97 %
COL1	0.27	29.75 %
UDN1	0.25	30.74 %
KSM1	0.22	38.80 %
TVL2	0.15	38.14 %
Total	35.45	42.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	11.41	57.24 %
Gas-Stov	7.45	43.19 %
Grinder	3.85	29.81 %
In-Stove	1.58	53.13 %
Chimney	1.51	72.23 %
Iron	0.34	23.05 %
Cook-Ele	0.30	86.41 %
Total	26.44	42.89 %

Branch *	MTD Sales L	Brand Share %
CH16	1.63	31.54 %
CH42	1.53	35.66 %
CH07	1.03	29.77 %
GUD1	1.03	40.37 %
CH45	0.96	39.22 %
CH28	0.75	31.70 %
CH39	0.63	32.86 %
CH30	0.53	22.24 %
MRM1	0.50	26.41 %
CH35	0.43	36.16 %
TKM1	0.42	34.62 %
GUD2	0.24	17.19 %
SKL1	0.24	22.02 %
AVD1	0.14	29.75 %
KNR1	0.06	11.95 %
CZWH		0.00 %
MC09		0.00 %
Total	26.44	42.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	11.14	60.09 %
Gas-Stov	5.87	44.20 %
Chimney	3.72	76.39 %
Grinder	3.07	38.90 %
In-Stove	1.17	44.30 %
Iron	0.30	20.31 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.80 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.91 %
Total	25.25	47.01 %

Branch *	MTD Sales L	Brand Share %
PLC1	0.57	31.64 %
PMP1	0.43	26.89 %
KVP1	0.41	33.60 %
DPR2	0.34	27.92 %
KMM1	0.32	33.35 %
MCR1	0.28	15.51 %
TRM1	0.26	18.07 %
VKL1	0.24	34.73 %
SGG1	0.20	23.50 %
OML1	0.20	17.28 %
EDP1	0.16	19.15 %
HRR1	0.16	13.03 %
TCG1	0.10	17.79 %
Total	25.25	47.01 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	9.42	55.71 %
Gas-Stov	5.95	38.93 %
Grinder	5.07	35.73 %
In-Stove	1.73	49.36 %
Chimney	0.83	56.54 %
Iron	0.28	24.53 %
Cook-Ele	0.25	75.46 %
Small-Ap		-0.05 %
Cook-Pre	-0.01	-0.39 %
Total	23.51	40.85 %

Branch *	MTD Sales L	Brand Share %
TNJ2	1.96	40.07 %
MVM1	1.54	28.64 %
TNJ1	1.44	29.55 %
KUM1	1.05	25.76 %
TVR2	0.93	25.98 %
ORU1	0.61	36.59 %
NMM1	0.50	40.86 %
TTP1	0.35	35.12 %
NCK1	0.27	30.14 %
PBR1	0.24	35.51 %
MSI1	0.23	38.51 %
TRY2	0.20	37.45 %
KRN1	0.20	24.38 %
APM1	0.09	9.09 %
Total	23.51	40.85 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	8.27	47.52 %
Gas-Stov	4.27	30.95 %
Chimney	3.89	84.59 %
Grinder	3.14	27.67 %
In-Stove	0.70	30.95 %
Iron	0.26	14.55 %
Cook-Ele	0.05	72.30 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-2.21 %
Cook-Pre	-0.18	-6.40 %
Total	20.34	36.52 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.45	29.90 %
PLI1	0.99	32.39 %
MPM1	0.95	35.41 %
TPR2	0.91	40.66 %
AVI1	0.66	30.11 %
KGM1	0.55	39.56 %
CBE5	0.52	21.51 %
CBE3	0.42	38.22 %
TPR3	0.30	14.71 %
DPM2	0.27	17.55 %
CNR1	0.23	26.54 %
CBE6	0.22	10.67 %
PPI1	0.20	15.70 %
GBM1	0.20	31.51 %
SYM2	0.17	14.00 %
UMP1	0.11	24.90 %
Total	20.34	36.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.94	59.43 %
Gas-Stov	2.19	25.41 %
Grinder	1.59	46.17 %
Chimney	1.43	53.01 %
In-Stove	0.83	53.64 %
Iron	0.16	17.93 %
Cook-Ele	0.12	85.86 %
Total	13.26	41.16 %

Branch *	MTD Sales L	Brand Share %
SLG1	0.69	40.46 %
TRR1	0.47	18.70 %
CPT1	0.45	37.94 %
AKM1	0.44	24.73 %
KPM1	0.38	39.87 %
VNB1	0.26	31.43 %
ABR1	0.23	16.73 %
CGM1	0.22	38.01 %
WJD1	0.22	14.86 %
UGI1	0.21	36.98 %
CYR1	0.10	12.13 %
PTU1	0.07	19.06 %
Total	13.26	41.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	6.19	46.22 %
Gas-Stov	2.97	26.57 %
Grinder	1.68	21.39 %
Chimney	1.06	48.48 %
In-Stove	0.85	44.74 %
Iron	0.26	21.52 %
Cook-Ele	0.25	100.00 %
Total	13.26	32.46 %

Branch *	MTD Sales L	Brand Share %
CH03	1.70	40.90 %
CH15	1.64	32.82 %
CH12	1.09	39.70 %
CH18	1.01	39.34 %
CH24	0.65	25.52 %
CH21	0.56	40.16 %
CH20	0.29	18.95 %
PON1	0.28	20.64 %
MJR1	0.26	10.05 %
CH27	0.18	27.04 %
UKI1	0.17	39.97 %
CH33	0.16	12.76 %
CH44	0.16	19.50 %
CH36	0.16	29.46 %
CH41	0.14	10.79 %
GPD1	0.12	31.88 %
CH34	0.03	1.10 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
Total	13.26	32.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.94	54.90 %
Gas-Stov	2.78	36.07 %
Grinder	2.45	31.87 %
Chimney	0.60	79.26 %
In-Stove	0.54	39.25 %
Iron	0.30	27.16 %
Cook-Ele	0.12	75.03 %
Total	12.73	39.23 %

Branch *	MTD Sales L	Brand Share %
POY1	1.22	28.73 %
CUD1	1.18	25.48 %
KML1	0.56	39.08 %
ULP1	0.55	36.90 %
TRK1	0.46	35.44 %
SJI2	0.45	24.46 %
TDM1	0.43	36.29 %
VPM2	0.40	27.66 %
VCM1	0.15	28.13 %
MKM1	0.10	18.40 %
CDM1	0.10	8.88 %
Total	12.73	39.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.82	55.77 %
Chimney	0.13	100.00 %
Gas-Stov	0.11	15.23 %
Grinder	0.11	13.39 %
In-Stove	0.08	31.52 %
Iron	0.03	15.32 %
Total	1.29	31.77 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.53	40.34 %
PAS1	0.40	40.54 %
TVP1	0.36	20.52 %
Total	1.29	31.77 %